

B. Consolidation in the Radio Industry Has Not Resulted in Any Lessening in the Program Diversity Available to Listeners.

One argument raised against consolidation in the radio industry has been that large group owners might seek to dominate a particular format, thus allowing them to charge higher prices to advertisers trying to reach listeners to that format, while at the same time reducing the program diversity available to the public. The evidence cited in the FCC staff report conducted in connection with this inquiry decisively refutes any such theory.

Thus, the FCC staff report found that there has been no decline in the number of formats available to listeners since enactment of the Telecom Act. The staff found that the average number of formats for the top group owner, over all Metro markets, was .8 -- indicating that an owner of ten different stations would generally have stations with eight different formats.¹⁰¹ Its report therefore concluded that “[this] figure indicates that there is no general trend toward more format concentration.”¹⁰²

This comports with the predictive judgment that, rather than seeking to dominate a particular format, group owners will try to appeal to as many groups of listeners -- and the advertisers who wish to reach those listeners -- as possible. By so doing, group owners are able to offer “one stop shopping” and significant transactional efficiencies to their clients, thus benefitting both buyers and sellers of advertising time.

¹⁰¹ Staff Radio Industry Study at 10.

¹⁰² Id.

In sum, it is clear that the enhanced group ownership made possible by the Telecommunications Act of 1996 has had no adverse effect on the variety of programming available to radio listeners.

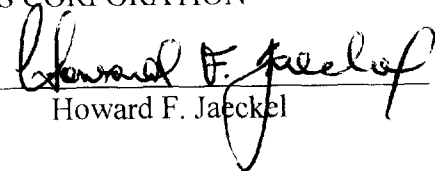
CONCLUSION

For the reasons stated above, the Commission should promptly act in Docket No. 91-221 to repeal the national television ownership rule. At the same time, CBS respectfully urges the Commission to issue a Notice of Proposed Rulemaking looking toward elimination of the dual network rule.

Respectfully submitted,

CBS CORPORATION

By


Howard F. Jaekel

Its Attorney

51 W. 52 Street
New York, New York 10019
July 21, 1998

EXHIBIT A

1997 Financial Performance of Basic Cable Networks (\$ Millions)

Network	Revenues				Expenses			Operating Cash Flow
	Advertising	License Fees	Other	Total	Programming and Production	Sales, General & Administrative	Total	
ESPN	439.8	536.6	88.2	1,064.6	562.0	176.9	738.9	325.7
TNT	325.3	435.0	25.7	786.0	396.4	139.6	536.0	250.0
Nickelodeon	479.9	191.8	52.0	723.7	224.0	113.8	337.8	385.9
USA	351.0	300.0	0.0	651.0	348.0	133.0	481.0	170.0
CNN & Headline News	319.3	278.4	42.0	639.7	140.8	244.9	385.7	254.0
MTV	315.0	130.4	28.0	473.4	150.0	100.0	250.0	223.4
TBS	445.9	0.0	0.0	445.9	207.1	95.8	302.9	143.0
Lifetime	303.2	87.2	7.7	398.1	147.4	83.9	231.3	166.8
Discovery Channel	191.3	140.0	26.0	357.3	135.0	78.0	213.0	144.3
A&E	210.0	125.7	13.7	349.4	112.0	98.4	210.4	139.0
TNN	178.0	115.8	7.0	300.8	149.8	52.0	201.8	99.0
Family Channel	172.0	117.0	0.4	289.4	106.8	60.6	167.4	122.0
CNBC	131.0	99.0	0.0	230.0	60.0	50.0	110.0	120.0
fX	43.6	100.4	3.4	147.4	102.1	42.0	144.1	3.3
The Weather Channel	79.9	54.0	13.0	146.9	72.1	24.8	96.9	50.0
VH-1	88.0	51.0	3.3	142.3	84.0	21.0	105.0	37.3
AMC	0.0	138.7	0.0	138.7	42.5	41.9	84.4	54.3
BET	77.6	57.7	2.8	138.1	31.7	36.7	68.4	69.7
ESPN2	52.0	70.7	10.0	132.7	89.0	30.7	119.7	13.0
The Learning Channel	70.8	50.0	9.2	130.0	70.0	55.0	125.0	5.0
Comedy Central	76.0	41.4	1.3	118.7	52.9	57.8	110.7	8.0
E! Entertainment Television	51.7	54.7	7.6	114.0	49.7	26.3	76.0	38.0
SciFi Channel	62.7	40.5	0.5	103.7	59.9	28.8	88.7	15.0
Fox Sportsnet	21.0	70.0	1.0	92.0	104.0	20.0	124.0	-32.0
Cartoon Network	52.4	34.0	0.5	86.9	31.1	35.8	66.9	20.0
CMT	61.1	15.0	2.5	78.6	30.5	13.5	44.0	34.6
MSNBC	25.0	50.0	0.4	75.4	73.7	61.7	135.4	-60.0

Source: Paul Kagan Associates, Wilkofsky Gruen Associates

EXHIBIT B

SYNDICATION PROPERTIES 1997- 98

	FIRST RUN	Dur.	Type	% US Coverage	OFF NET	Dur.	% US Coverage
EYEMARK	Martha Stewart - strip	30 min	Strip	98			
	Martha Stewart - weekly	30 min	Weekly	97			
	Gayle King	30 min	Strip	98			
	Penasacola Wings of Gold	60 min	Weekly	96			
	Psi Factor	60 min	Weekly	95			
	George Michael Sports Machine	30 min	Weekly	86			
	Bob Villa's Home Again	30 min	Weekly	93			
	Wild Wild Web	30 min	Weekly	85			
	Signature Golf	30 min	Weekly	89			
ALL AMERICAN	Baywatch	60 min	Weekly	92			
	Adverntures of Sinbad	60 min	Weekly	92			
	Ghost Stories	60 min	Weekly	81			
BUENA VISTA	Live with Regis and Kathie Lee	60 min	Strip	99	Home Improvement	30 min	Strip 98
	Siskel and Ebert	30 min	Weekly	95	Boy Meets World	30 min	Strip 86
	Keenen Ivory Wayans	60 min	Strip	92	Blossom	30 min	Strip 59
	Honey I Shrunk the Kids	60 min	Weekly	94			
	Bill Nye the Science Guy	30 min	Weekly	96			
	Sing Me a Story	30 min	Weekly	89			
	101 Dalmatians	30 min	Strip	90			
	Quack Pack	30 min	Strip	89			
	Mighty Ducks	30 min	Strip	89			
	Ducktales	30 min	Strip	70			
CARSEY WARNER					Grace Under Fire	30 min	Strip 92
					Roseanne	30 min	Strip 84
COLUMBIA	Ricki Lake	60 min	Strip	94	Seinfeld	30 min	Strip 97
	Vibe	60 min	Strip	92	Mad About You	30 min	Strip 95
	Newlywed/ Dating Hour	60 min	Strip	81	Walker, Texas Ranger	60 min	Weekly 98
					Married with Children	30 min	Strip 91
HEARST	Popular Mechanics for Kids	30 min	Weekly	90			
	B Smith with Style	30 min	Weekly	86			
KING WORLD	Wheel of Fortune	30 min	Strip	98			
	Jeopardy	30 min	Strip	98			
	Oprah	60 min	Strip	99			
	Inside Edition	30 min	Strip	91			
	American Journal	30 min	Strip	84			
MGM	Outer Limits	60 min	Weekly	94			
	Poltergeist: The Legacy	60 min	Weekly	89			
	LAPD	30 min	Strip	78			
	Fame LA	60 min	Weekly	87			
	All Dogs Go to Heaven	30 min	Weekly	86			

SOURCE: Nielsen Syndication Service (NSS), 9/1/97 - 6/7/98

SYNDICATION PROPERTIES 1997- 98

	FIRST RUN	Dur.	Type	% US Coverage	OFF NET	Dur.	% US Coverage					
PARAMOUNT	Entertainment Tonight	30 min	Strip	95	Frasier	30 min	Strip	93				
	Hard Copy	30 min	Strip	92								
	Montel Williams	60 min	Strip	96								
	Maury Povich	60 min	Strip	94								
	Real TV	30 min	Strip	93								
	Star Trek Deep Space Nine	60 min	Weekly	97								
	Wild Things	60 min	Weekly	92								
	Viper	60 min	Weekly	93								
	Nick News	30 min	Weekly	92								
	This Mornings Business	30 min	Strip	85								
RYSHER	Soldier of Fortune	60 min	Weekly	90								
	Highlander	60 min	Weekly	94								
	FX – The Series	60 min	Weekly	90								
	Strange Universe	30 min	Weekly	80								
	Comedy Showcase	60 min	Weekly	83								
TRIBUNE	Geraldo	60 min	Strip	89								
	Earth: Final Conflict	60 min	Weekly	97								
	Nightman	60 min	Weekly	96								
	Almost Live	30 min	Weekly	62								
	Soul Train	60 min	Weekly	86								
	Animal Rescue	30 min	Weekly	70								
	Emergency	30 min	Weekly	71								
UNIVERSAL	Jerry Springer	60 min	Strip	91	Living Single	30 min	Strip	76				
	Sally Jessy Raphael	60 min	Strip	97								
	Xena	60 min	Weekly	98								
	Hercules	60 min	Weekly	99								
	Team Knight Rider	60 min	Weekly	93								
WARNER BROS	Rosie O'Donnell	60 min	Strip	99					Martin	30 min	Strip	78
	Jenny Jones	60 min	Strip	95								
	Extra	30 min	Strip	98								
	People's Court	60 min	Strip	93								
	Police Acedemy	60 min	Weekly	96								
	WCW Wrestling	60 min	Weekly	94								
	This Old House	30 min	Weekly	90								
WORLD VISION	Judge Judy	30 min	Strip	93	Beverly Hills 90210	60 min	Strip	88				
	America's Dumbest Criminals	30 min	Weekly	78								
	Pictionary	30 min	Strip	90								
20 TH TELEVISION	Access Hollywood	30 min	Strip	89	Simpsons	30 min	Strip	86				
	Real Stories –Highway Patrol	30 min	Strip	85								
	Tales from the Crypt	60 min	Weekly	89								
	Student Bodies	30 min	Weekly	89								
					X- Files	60 min	Weekly	98				
					NYPD Blue	60 min	Weekly	97				
					Cops	30 min	Strip	90				

SOURCE: Nielsen Syndication Service (NSS), 9/1/97 - 6/7/98